

70 MM. INSTALLATIONS SPREADING

PRESENT PLANS WILL BRING CANADIAN TOTAL TO 15

Canada will have 15 70 mm. theatres when present projects are added to those recently completed and the ones which had been operating earlier, it was revealed by Lloyd C. Pearson, president of General Sound and Theatre Equipment Ltd. The spread of 70 mm. exhibition recently added Twentieth Century Theatres to those in the field and the forthcoming installations will bring in Odeon. First to use it were Famous Players and Confederation Theatres, Montreal.

Harrison: 55% Rule NG; Fraser: Biggest Break

Canadian and American opinion about the results of the Board of Broadcast Governors' 55 per cent Canadian Content ruling was offered in Montreal on the same day recently.

Alex Harrison, 20th-Fox world sales chief, who was in Montreal for his company's Canadian sales meeting, suggested that Canadians will be seeing poorer TV shows because of the quota. "There is not enough talent in Canada capable of producing enough material required by television operations," he said.

R. Graeme Fraser, Crawley Films v-p, told the Montreal Rotary Club that the BBG ruling was the best break the Canadian motion picture industry ever got. "The film industry is to television what the record industry is to radio," he said. He saw an impetus to motion picture production through the BBG 55 per cent ruling.

When completed the projects will bring the total invested for equipment and installation to something like \$450,000 and to this must be added the costs of structural changes where needed. In-

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Hawkins 'League' Star

Prominent in Ben-Hur, Jack Hawkins is starring in Rank's League of Gentlemen.

Wpg. CPP Branch Very Busy One

Details of the Annual Movie Bonspiel and the Annual Motion Picture Industry Dance, major social activities of the Winnipeg District branch of the Canadian Picture Pioneers, were completed at a recent executive meeting in the Marlborough Hotel. President

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Fisher USA Rank Contact

Frank H. Fisher of the J. Arthur Rank Organization of Canada, who is vice-president and general manager of The Odeon Theatres (Can.) Ltd., is now responsible for placing of forthcoming Rank films with USA distributors. He is working on this from his office at 20 Carlton St., Toronto.

RALPH SHAW TO GENERAL SOUND

Increased activity at General Sound and Theatre Equipment Ltd., Toronto, since its establishment early last year has led to the appointment of Ralph B. M. Shaw to the position of treasurer and chief accountant, it was announced in Toronto by Lloyd C. Pearson, president. The appointment was effective the first of the year.

Shaw entered the industry as secretary-treasurer of Skyway Drive-in Theatres after his discharge from the RCAF and this firm was acquired by Famous Players. Later he became chief accountant of Theatre Confections Ltd., an FPCC subsidiary, and his transfer to General Sound gives him another important post.

BEN OKUN PASSES IN MIAMI

President of Biltmore Theatres Ltd., Toronto, Ben S. Okun, died of a heart attack in Miami Beach recently at the age of 56. With his brothers Max and Meyer, Ben entered the motion picture theatre business towards the end of the war and their interests grew into the present four-city Ontario circuit.

He was mainly responsible for promoting the organization of a Toronto tent of the Variety Clubs International and became a charter member and its first Dough Guy in 1945. Ben Okun enjoyed considerable personal popularity, being known for his unfailing and unusual sense of humor.

Among the organizations with which he was actively connected are the Primrose Club, Oakdale Golf and Country Club and the Palestine Lodge of the Masonic Order. He was a member of Beth Tzedec Synagogue, where the services for him were conducted by Rabbi Stuart Rosenberg. Hundreds of mourners attended.

Surviving are his wife, the former Jeanette Suran; a daughter, Mrs. B. Rothbart; and his brothers, Dr. Charles Okun, Max and Meyer Okun.

Our Active Share In Unesco Group

Canada is affiliated with seven of the 28 member organizations comprising UNESCO's International Film and Television Council and participated in the work of eight associate members, it was shown in the IFTC directory which appears in Volume 1, No. 1 of

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Global Survey Of Children's Films

A variety of views on the production and exhibition of films for the young is offered in No. 28 of UNESCO's Reports and Papers on Mass Communication, which is called Film Programmes for the Young. The report is based on a presentation of children's films

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Theatre Fire Damage Very Low In '59

Survey of theatre fires in Canada in 1959, taken from Canadian Film Weekly records, seems to indicate that this year will be a better-than-average one in that respect and far below the two worst post-war years — 1956 and 1958 — in number of fires and damage. In 1959 three theatres were completely destroyed, compared to 10 in 1956 and eight in 1958, and one suffered an estimated \$100,000 in damage from a blaze believed to be of incendiary origin.

The closing of 82 theatres during 1959, of course, minimized the number of possible places in which fires could occur but, even so, last year looks like one of the best

(Continued on Page 4)

Cast Set For UA's 'Misfits'

Clark Gable, Marilyn Monroe and Montgomery Clift will star in UA's The Misfits, to be directed by John Huston.

Franco-London Features Via Astral In Canada

Franco-London, through arrangements completed by Henry Deutschmeister, its president, will place a number of features with Astral Films for Canadian distribution, states Izzy Allen of the latter firm. Some are in the original French and some dubbed in other languages, including English.

One of the films, Daughters of Destiny, stars Claudette Colbert. Others are Girls of the Night, Obsession, Madame D and Seven Sins. Sins of Pompeii will also be among those released.

Perry Back In Biz In Important Way?

There are some indications that A. W. (Alf) Perry, for years one of the top figures in Canadian distribution and formerly president of Empire-Universal Films, is moving back into the field in a large manner. His Interworld firm has

Canadian rights for the product of James R. Grainger's Continental Releasing and he has placed its first film, Jet Over the Atlantic, with Astral Films for distribution, with Gold Bug, Adam and Eve and Should Parents Tell to follow.

THE PURPLE GANG



*another Boxoffice Blast
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...the company that
gave you
"AL CAPONE!"*

"The dramatic presentation of the infamous rise of underworld power during the Purple Gang's era in Detroit creates in the viewer a determination that such racketeering must be stamped out."

Congressman
JAMES ROOSEVELT

**The vivid, AUTHENTIC story
of the infamous mob that
terrorized Detroit while
Capone ruled Chicago! Filmed
the way "CAPONE"
was filmed ...
THE WAY IT HAPPENED!**

THE PURPLE GANG

STARRING

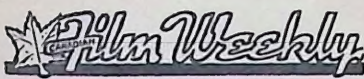
BARRY SULLIVAN • ROBERT BLAKE

Elaine Edwards • Marc Cavell

Suzy Marquette • Joseph Turkel

Directed by FRANK McDONALD • Written by JACK DeWITT

A LINDSLEY PARSONS Production • AN ALLIED ARTISTS PICTURE



Incorporating the
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UNESCO GROUP

(Continued from Page 1)

World Screen. Issued in Dec., 1959, it carries the best wishes of Tor Gjesdal, director of the UNESCO Department of Mass Communication, as the official voice of the IFTC and a foreword by its president, John Maddison. World Screen opens with a tribute to Jean Benoit-Levy, IFTC Delegate General, who died recently at 71, and biographical notes by Marie Epstein, his assistant for nearly 40 years.

Canada holds membership in the International Catholic Association for Radio and Television, the International Committee of Film Education and Culture, the International Council for Educational Films through the National Film Board's Wm. Lochnan in London, the International Federation of Actors, the International Centre of Films for Children, the International Federation of Film Societies and the International Labour Film Institute. The last-named organization holds certain distribution rights to four films produced by the National Film Board, which were originally issued in English and French but which are now available in Dutch, German, Italian and Swedish through the Institute's efforts.

The eight associate members of the IFTC are film festivals and Canada participated in three — those of France's Festival International du Film, the Berlin International Film Festival and the London Film Festival.

One of the 14 member organizations of the United Nations Visual Information Board, which was created in 1947, is the International Civil Aviation Organization's Public Information Service, which is at its head office in the International Aviation Building, Montreal.

Since a number of the 28 member bodies are purely national, Canada's participation is quite broad.

Title Changed To 'Malaga'

Warners' Moment of Danger, shot in Spain with Trevor Howard, Dorothy Dandridge and Edmund Purdom, will be called Malaga when it goes into the theatres.

HOWARD KOCH WRITING 'THE WELL'

Howard Koch, veteran screenwriter with many features to his credit, is working on the screenplay of The Well for production in Canada by Taylor-Roffman interests. Yvonne Taylor of Toronto will be president of a Canadian company being organized to make The Well, a story of Western Canada from the novel by Sinclair Ross. This company will also make Execution, the novel that won the Governor-General's Award, with another leading screenwriter, Ben Barzman, preparing the screenplay.

Mrs. Taylor will co-produce both pictures, which will be directed by Julian Roffman. One of those associated with the venture is Ralph Foster, who with Roffman operates Meridian Films, Toronto and The Videotape Centre. Roffman and Mrs. Taylor co-produced The Bloody Brood, which Allied Artists is distributing.

Shooting will start on Execution in the Fall.

70 Mm. Installations

(Continued from Page 1)

stallation and equipment run between \$25,000 and \$35,000. It is unlikely that installations will go beyond 15, since there is a question of product. However, the 70 mm. can be easily reduced to 35 mm., says Al Turnbull, General Sound engineer.

At present Canada's only special widescreen operation is that of Cinerama, which is still running at the Imperial, Montreal. Cinerama's Windjammer will follow Cinerama's South Seas Adventure.

General Sound installed five new 70 mm. systems in the past six weeks. They are in United Amusements' Seville, Montreal; 20th Century's Nelson, Ottawa, and Century, Sudbury; Loew's Uptown Theatre, Toronto; and Famous Players' University, Toronto. Until their installation Canada had

three 70 mm. theatres—the Tivoli, Toronto and the Stanley, Vancouver, both Famous Players' houses, and the Alouette, Montreal, a Consolidated-FP operation.

The next group of installations are for Western Canada, with one each for Famous Players and Odeon houses in Calgary, Edmonton and Winnipeg and another for Famous Players in Vancouver. Trade opinion sees London, Ont. as a likely place for one. The Odeon Calgary, Edmonton and Winnipeg houses are, respectively, the Uptown, Odeon and Garrick. However, if a decision is made to renovate the Rialto, Winnipeg the 70 mm. installation may go there.

The current 70 mm. attractions are MGM's Ben-Hur, Columbia's Porgy and Bess and UA's Solomon and Sheba.

News Clips

Produced by Crawley Films, The Great River, a color documentary dealing with the St. Lawrence Seaway, was presented recently on CBLT-TV by Canadian General Electric . . . 20th-Fox has acquired David O. Selznick's interest in his production of A Farewell to Arms . . . Spyros P. Skouras was honored at the American-Israel Cultural Foundation's recent annual dinner in NY for "distinguished contributions" to cultural exchange . . . Ira Tulipan, head of publicity at 20th-Fox, has resigned to join Columbia as assistant ad-pub director under Bob Ferguson . . . Bell & Howell Co. of Chicago, which has a subsidiary Canadian company, will merge with Consolidated Electrodynamics Corp. of California if the move is approved by shareholders . . . Kenneth Aneser has succeeded Gerald Levine as assistant advertising manager at Paramount.

Ulric Bell, 69, public relations executive at 20th Century-Fox who was assistant to Spyros P. Skouras, president, died in NY recently. He joined 20th-Fox in 1947 after service with the USA's Office of War Information . . . B. G. Kranze, well known and popular in Canada, has been appointed vice-president in charge of world-wide

distribution and exhibition for Cinerama Inc., Hazen E. Reeves, president, has announced. He was with Stanley Warner Corp. as sales v-p when it sold its holdings to Cinerama Inc. . . . "I shall not attend any theatre which advertises 'For the entire family' until such times as competent, strict, male ushers are employed," said a letter writer to The Montreal Star, after complaining about noisy children, unclean conditions and indifferent ushers.

City Out of Time, National Film Board short about Venice which was produced by Tom Daly and directed by Colin Low, will have its initial Canadian engagement at the Towne Cinema, Toronto, on the same bill with MGM's Alec Guinness production, The Scapegoat . . . Nat Weiss has been named 20th Century-Fox publicity manager at head office in NY and will work under Edward E. Sullivan, publicity director . . . Harry K. McWilliams has been named promotion and publicity director for the 1960 Academy Awards, it was announced by Si Seadler, chairman of the MPAA ad-pub directors' committee. The 90-minute telecast and broadcast will be offered on April 4, direct from the scene.



FREE FEATURE FILMS
ON TV

IT HAS often been said that our business stumbles from one crisis to another. One such moment is at hand in the threatened strike by the Writers' Guild of



America against the studios in Hollywood. The sore point is the demand by the writers for a percentage of the returns from selling post '48 films to TV. The

producers are adamantly opposed. Perhaps by the time our readers have read this the strike will have been settled, but one way or another the situation portends problems for the motion picture theatre owner. If there is a strike he is bound eventually to be hurt by a shortage of new attractions. If it is settled he may anticipate with some apprehension the appearance on TV of many fine films shown on theatre screens within the last decade. Either picture is not a pretty one.

It is doubtful if any major company executive will deny that many more millions of dollars were lost at the box-offices of the United States and Canada than were realized as a result of the sale of old films to TV. It would be difficult to find a parallel in business history of such cannibalism. Many major company executives have vowed that there is no intention to sell the post '48's to TV. Assuming the greatest sincerity, one may still question the final outcome.

In England a strong and tightly knit exhibitors' organization tried to deter the trend by organizing a body called FIDO which bought TV rights from some producers and threatened others with possible boycott. It would now appear that the hopefully strong wall which they have erected has been breached and that in the not too distant future it will crumble.

Most major company productions are now the creation of independent producers, all of whom will control in part or whole such films on the termination of their current distribution deals. These people may or may not be interested in continuing in production. In any event, they will desire every last dollar they can earn and this is to be found in sales to TV. One must assume there-

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GLOBAL SURVEY

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organized by the International Centre of Films for Children and offered in Brussels last Fall. It is of special interest in Canada, where the Canadian Film Institute is leading in the organization of a Canadian Centre of Films for Children.

In the introduction Mary Field of Great Britain, who will attend Canadian organization meetings this year as International president, explained that six experts, each from a different country, were nominated by UNESCO to view and assess all the programs. In her own report she observed that "Certainly a film must be made before it can be shown, although there is a saying among film people that 'any fool can make a film, but it takes a clever man to get it shown.'" The length of a children's film is gradually being fixed at an hour, she said.

Miss Field proposed an international conference of exhibitors, commercial and otherwise. "There is a world market for children's films and tremendous goodwill goes into their production and distribution. But before it is too late the many problems involved must be given clearer thought by all who are interested in the influence of films for children."

Andre Basdevant of France drew the conclusion from this very extensive presentation "that there is no standard type of performance for children." Adam Kulik of Poland said that in some countries cinema proprietors are guided by commercial considerations in choosing programs and in others data from educators is a factor.

Mrs. Elsa Brita Marcussen of Norway wrote: "One could feel the gratitude of the young Belgian audience whenever the children were given a chance to laugh. Many of the programs did not seem to offer the kind of simple fun children crave for." She suggested something like children's juries to judge the worth of a film. "Some of the greatest film artists of our time" should see the special films at the same time as the children. "Such people should have a personal and direct experience of the enormous responsibility, the great challenge, and the immense joy to be found in the making of good entertainment films for the young generation!"

Odeon Movie Clubs for children have declined from 39 about 10 years ago to 19 now and in most cases the special morning show is now combined with the regular Saturday matinee, which starts earlier. The sing-song and some of the stage work has been cut down. Children's Film Foundation product from the UK is still booked, says Bob Gardner, director.

Canada's Children's Film Library is now inactive, although the former officials still look at films to help prepare the lists for printing in Friday's papers.



THE BBG 55% Canadian content ruling for TV made it tougher for Telemeter to plan live programming. The free-TV stations have made passes at local legit houses and sports setups, who now have a let's-wait-and-see attitude... So go know what happened to Paul Nathanson's announced 50% buy into Columbia of Canada. Not one word has been said publicly about it after all these months... Harry Horner, who directed a batch of C-C's RCMP TV series, will do one of CBC-TV's *The Unforseen*... It's a crazy story, I know, but I heard a rumor about a teener who trained a slide camera on a local screen and now has fun showing scenes from a blockbuster to his friends... One thing I'm sure wasn't fixed—our recent weather. I understand someone tried to give the country back to the Indians but they were all in Florida spending their Treaty Money... I have a \$1.50 107-page pocket-sized digest of the Gordon Report, *Canada 1980*, made by Albert E. Shea. It's as readable a study of economic prospects as you'll ever encounter, although it only makes a passing reference to the entertainment arts in *The Service Categories*... More Telemeter notes: Gen. Fitzpatrick of Madison Square Garden looked the shop over. Larry Henderson and Rick Campbell have been picked for news commentaries.



SID SNIDERMAN is now sales manager for Astral's 16 mm. department. He served AA in that capacity until it transferred its small-gauge product to 20th-Fox for distribution, along with that of IFD... George Jessel, narrating *Holiday in Brussels*, says: "Romeo and Juliet met on a balcony. They had to—it was the only place they could smoke"... New subscriber: Centralnaja Biblioteka, Vneshtorga, Smolenskaya pl. 32, Moscow 200, USSR... It's always being implied that movies, unlike the legit theatre, misrepresent things in advertising. Yet I observe that touring companies or a local one advertise that their play ran a year or two on Broadway. They don't tell you that this isn't the same company and that it didn't have the same director. There's too much holier-than-thou attitudes by legiters... I'm so dying for some Gilbert & Sullivan that I'll even take it the way T. Ernie serves it up on TV... Grapevine has one important company giving up its distribution to a larger company, along the lines of a similar arrangement in the USA recently... *Wonders of Ontario*, 30-minute Columbia short in the making of which O. J. Silverthorne co-operated for the Province, will be the biggest tourism boost in years. It'll go into Radio City Music Hall, NY, and 150 theatre prints will be used.

ALMOST everyone is off the payroll at Trans-Video, where none of the grand production plans seem to have gotten under way as scheduled, and people are wondering what next. Grapevine has it that the girl to play the lead for its projected series, *National Velvet*, was chosen in NY and that the pilot, made by Robert Maxwell in Hollywood, was financed by Rexall. Joe Dunkelman, who ran the company until his resignation a while back, has been in Britain and is said to have some projects... Pepsi-Cola's Syd Koffman, transferred to Montreal, will be given a party by trade pals at the Variety Club on Feb. 8. Call Harry Sullivan at Theatre Confections if you'd like to make the scene... Local distributor called the theatre where a picture of his was playing and asked how business was. The cashier, there only a week, was unacquainted with such proceedings and answered that it was lousy. "If you ask me, what we need in here is a new picture"... *The Miracle Worker*, a Broadway hit, has revived interest in Helen Keller, now 80. The 1919 movie, *Deliverance*, was based on her life. Blind and deaf, she was asked at a lecture (through her fingers-on-palm interpreter): "Do you close your eyes when you sleep?" She answered quickly: "I never stayed awake to see."

Columbia's 'Sappho'

Kerwin Mathews will star in Columbia's *Sappho*.

Fox's 'Sons And Lovers'

Trevor Howard will star in 20th-Fox's *Sons and Lovers*.

FIRE DAMAGE

(Continued from Page 1)

fire-free years since the end of the war. As is usual, there have been several minor blazes in the under-\$1,000 category but in no case reported have any fatalities or injuries to a patron occurred, continuing Canada's unblemished safety record for the 28th consecutive year.

Official figures for theatre fires, which come from the Dominion Fire Commissioner's office in Ottawa, are usually issued from 10 to 11 months after the end of the year. However, the statistics for 1958 have not been released yet.

Of the three theatres burned out last year two were in Alberta and one in Quebec. The Alberta houses destroyed were John Lopatka's six-day, 256-seat Midway in Rose-dale and Mike Milo's four-to-six-day, 275-seat Star in East Coulee. Both fires occurred in May and both theatres were the only ones in their communities. The Quebec theatre, which was gutted in December, was John Trudeau, Jr.'s 300-seat, seven-day Quyon, the only one in the town of that name. Plans have been announced for its rebuilding.

The theatre that suffered the \$100,000 blaze last June and was forced to close for six weeks for repairs was Odeon's 2,000-seat Palace in Hamilton. The fire was believed to have been set to cover theft and conversion of money and tickets. Also in June, a blaze in Aubrey Lent's Gem Theatre in Toronto caused \$12,000 damage to the stage and screen. The 657-seat, six-day house has been closed since and is now up for sale.

Paramount's 'G.I. Blues'

Norman Taurog will direct Paramount's *G.I. Blues*.

WPG. PIONEERS

(Continued from Page 1)

of the Winnipeg branch is Robert D. Hurwitz and Dave Wolk is secretary.

The eighth annual bonspiel will be held at the Maple Leaf Curling Rink on Monday, Feb. 29 and will be called the Leap Year Bonspiel. Chairman is A. Smith of Western Theatres and head of the prizes committee is Harry Hurwitz of Odeon Morton Theatres. The curling and luncheon fees together are \$3.50 and those who wish only to join the curlers at the luncheon will be charged \$1.50.

The dance is the 15th annual one and will be held in the New Marlborough Hotel's Skyview Ballroom on Thursday, March 10. This enjoyable event, always a big success, will be held cabaret style.

The annual preview show for the Trust Fund will be at the Capitol on Sunday midnight, May 22.

Winnipeg has one of the most active branches in the Pioneers organization and won the national service award. All its events raise money for the Trust Fund.

SUCCESS IN THE SIXTIES!

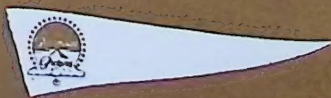
“‘Success In The Sixties’ is
no mere slogan—it is a prediction
based on realistic analysis.

And for Paramount
this optimistic conviction is
substantiated by product
already completed or well along
in production and planning ...
product that guarantees

PARAMOUNT'S
SUCCESS IN THE DECADE
OF THE '60's WILL BEGIN WITH
A BANNER YEAR...1960!”


George Weltnor

Vice-President
In Charge of World Wide Sales



THROUGH
THESE
FAMED
GATES –
THROUGHOUT
1960 –
AN IMPOSING
PARADE OF
PRODUCT
WILL
SURGE...

Paramount





Pictures

GOLDEN
GUARANTEE
THAT
"SUCCESS
IN THE
SIXTIES"
WILL BE
INAUGURATED
BY A
BANNER
YEAR!

Hal Wallis' production of
Visit to a Small Planet

Starring Jerry Lewis.
From Broadway's fabulous comedy smash.

Joseph E. Levine's presentation of
JACK THE RIPPER

Another sensational "explosion"
by the master showman

Ivan Foxwell's production of
a Touch of Larceny

Starring James Mason,
Vera Miles and George Sanders.

**SUCCESS
IN THE SIXTIES!**

Maleno Malenotti's production of
THE SAVAGE INNOCENTS

Starring Anthony Quinn.
Directed by Nicholas Ray. Technicolor.

Ponti-Girosi's production of
HELLER in PINK TIGHTS

Starring Sophia Loren and Anthony Quinn.
Directed by George Cukor. Technicolor.

**SUCCESS
IN THE SIXTIES!**

The biggest boxoffice dual re-issue in Paramount history.
Perlberg-Seaton's productions of
THE COUNTRY GIRL
Starring Bing Crosby, Grace Kelly, William Holden.
THE BRIDGES AT TOKO-RI
Starring William Holden and Grace Kelly.

Alfred Hitchcock's production of
PSYCHO

Starring Anthony Perkins, Janet Leigh,
Vera Miles and John Gavin.

Dino de Laurentiis' production of
**JOYANKA
AND THE OTHERS**
(tentative title)

Starring Van Heflin, Silvana Mangano,
Vera Miles and Barbara Bel Geddes.

Perlberg-Seaton's production of
The Rat Race

Starring Tony Curtis and Debbie Reynolds.
From Garson Kanin's play. Technicolor.

Ponti-Girosi's production of
A BREATH of SCANDAL

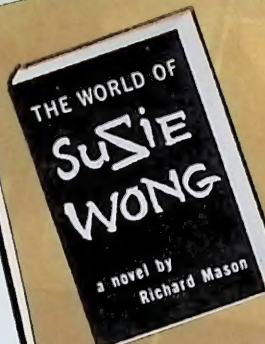
Starring Sophia Loren, Maurice Chevalier
and John Gavin. Technicolor.

James Clavell's production of
WALK LIKE A DRAGON

Starring Jack Lord, Nobu McCarthy and Mel Torme.

**SUCCESS
IN THE SIXTIES!**

CESS XTIES!



Ray Stark's production of
THE WORLD OF SUSIE WONG

Starring William Holden and France Nuyen.
Technicolor.



Shavelson-Rose's production of
Bay of Naples
(Tentative Title)
Starring Clark Gable, Sophia Loren and
Vittorio de Sica. Technicolor.

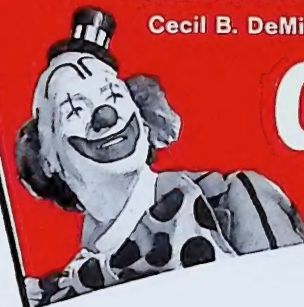


Pennebaker Productions'
ONE-EYED JACKS

Starring Marlon Brando and Karl Malden.
Directed by Marlon Brando. Technicolor.

A tight, tough, true-to-life teen story
THE BIG NIGHT
Starring popular singer Randy Sparks,
Venetia Stevenson and Dick Foran.

The most overwhelmingly
triumphant of return engagements.
Cecil B. DeMille's production of



THE GREATEST SHOW ON EARTH

The greatest of
all-star casts.
Technicolor.

**SUCCESS
IN THE SIXTIES!**

Roger Vadim's production of

OD and ROSES

Starring Mel Ferrer, Elsa Martinelli
and Annette Vadim. Technicolor.



Perlberg-Seaton's production of

The Pleasure of his Company

Starring Fred Astaire, Debbie Reynolds,
Tab Hunter and Lilli Palmer.
Technicolor.

**SUCCESS
IN THE SIXTIES!**



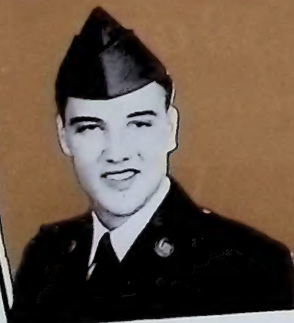
The frankness of "Room at the Top"...
the mystery of "Laura"... the shocks of
"Diabolique"... combine explosively in

Chance Meeting

Hal Wallis' production of

G. I. BLUES

Starring Elvis Presley
in his first film since Army service. Technicolor.



Dino de Laurentiis' production of

UNDER TEN FLAGS

Starring Van Heflin and Charles Laughton.

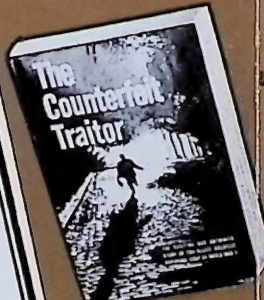


Hal Wallis' production of
**All In
A Night's Work**
Starring Shirley MacLaine.

Jerry Lewis' production of

CINDERFELLA

Starring Jerry Lewis, Anna Maria Alberghetti,
Judith Anderson and Ed Wynn.
Technicolor.



Perlberg-Seaton's production of

THE COUNTERFEIT TRAITOR

Starring William Holden and Lilli Palmer.

A sweeping saga of Czarist Russia

PRISONER OF THE VOLGA

Starring John Derek and Elsa Martinelli. Eastman Color.



**SUCCESS
IN THE SIXTIES!**

SUCCESS IN THE SIXTIES!

AND PARAMOUNT WILL CONTINUE TO LEAD THE INDUSTRY'S PARADE INTO THE SUCCESSFUL SIXTIES WITH TOP PROPERTIES LIKE THESE!

Alfred Hitchcock's production of
NO BAIL FOR THE JUDGE
Starring Audrey Hepburn and
Laurence Harvey. Technicolor.

Jurow-Shepherd's production of
BREAKFAST AT TIFFANY'S
From Truman Capote's best-seller about the
hilarious adventures of a Manhattan playgirl.

Perlberg-Seaton's production of
NIGHT WITHOUT END
Important stars in an unusual story
that travels to the ends of the Earth.

One of the hugest historical epics ever filmed.
SISSI
A cast of tens of thousands
in Agfa Color.

Sy Weintraub's production of
TARZAN THE MAGNIFICENT
A brand new Technicolor adventure
from the producer
whose "Tarzan's Greatest Adventure"
was the most successful in the series.

Panama-Frank's production of
A CHILD IS WAITING
Ingrid Bergman stars in a
heart-warming, human drama.

Hal Wallis' production of
SUMMER AND SMOKE
Tennessee Williams' acclaimed play brought to
the screen by the producer of "The Rose Tattoo."

Henry Blanke's production of
AFFAIR IN ARCADY
For his first production for Paramount,
the producer of "The Nun's Story"
brings to life a novel by James Welland.

Henry and Phoebe Ephron's production of
MELODY OF SEX
A highly-spiced comedy about a young
American in Paris and his experiences
with three French girls.

Jurow-Shepherd's production of
THE FABULOUS SHOWMAN
From the best-selling biography of P. T. Barnum
by Irving Wallace.

Review

JOURNEY TO THE CENTER OF THE EARTH

with Pat Boone, James Mason, Arlene Dahl, Diane Baker.

(CinemaScope-DeLuxe Color)

20th-Fox 132 Min.
ADVENTUROUS ROMP TO UNDERWORLD OF LOST CITIES, PREHISTORIC MONSTERS, COLORFULLY DONE WITH EERIE, IMAGINATIVE SETS, IT'S FUN FOR ALL.

It's a mysterious world, with lost cities and prehistoric monsters, four actors and a duck descend to in a Journey to the Center of the Earth, cavorting all the way.

Any trip to that region (geologically assumed to be molten metal) is more apt to make suspense than sense, albeit the actors explore with tongue-in-cheek, rather than heart-in-mouth. Purely escapist and completely incredulous, this Jules Verne adventure should be fun for everyone.

Alone, the sets are worth the admission price, being highly imaginative, suitably eerie, and colorfully executed by man and nature.

Pedestrian, until the intrepid party of geology professor (Mason), student (Pat Boone), explorer's widow (Arlene Dahl), duck tender (Peter Ronson) and duck descend an Icelandic crater for the nether world, the Journey then speeds up. There are occasional cuts back to Edinburgh to work in Boone's girl (Diane Baker). And there is skulking by the heavy, a rival scientist.

Falls into an abyss, murder, a subterranean ocean, and extinct reptiles confront them, before they discover the lost city, Atlantis. In blasting exit space, the party sets off an eruption that speeds it on rising lava, up a volcano to the earth's surface. Back home, student marries girl, and professor seems ready to follow suit with widow.

CAST: Pat Boone, James Mason, Arlene Dahl, Diane Baker, Thayer David, Peter Ronson, Robert Alder, Alan Napier.

CREDITS: Producer, Charles Brackett; Director, Henry Levine; Screenplay by Walter Reisch and Charles Brackett; Based on the Jules Verne novel; Photography director, Leo Tover.

DIRECTION: Good.

PHOTOGRAPHY: Imaginative.

(From The Film Daily, NY)

Short Throws

SPECIAL engagement of a travel film, Caravan in Russian, is taking place at the Richmond Theatre, Richmond Hill, which is near Toronto. The film was made by Paul Delmer, now an employee of the local newspaper, who travelled through Russia with his family by auto. Part of the promotion by Ned Hill, local exhibitor, was to have Igor Laptev, attache of the Soviet Embassy, address 150 parents and teachers on Soviet education. There is no distributor named for the documentary as yet.

SYDNEY BANKS, v-p and executive producer of S. W. Caldwell Ltd., has been appointed to the board of directors of the company, coinciding with the establishment of a TV programming videotape unit. Banks, with Caldwell since 1954, heads the company's Queensway Film Studios, as well as the laboratory and closed-circuit staging divisions.

MARTY BOCHNER, former booker and office manager for Astral Films Ltd., has been named special representative for the company in order to better service exhibitors. Move was in line with Astral's wide expansion program, in which is the special exploitation department set up to handle AIP and other product, including the current blockbuster, Goliath and the Barbarians.

OUR BUSINESS

(Continued from Page 3)

fore the inevitability of most new films eventually appearing on TV, and not too many years after theatrical release.

We must therefore be practical. If the motion picture theatre business is to survive it must do so on the assumption that there will always be old films shown for free on TV. We must gear ourselves to this way of life and operation. Only on this assumption, and in spite of it, can we hope to survive.

PUSH-BACK seats, a sloping concrete floor, new carpeting and complete redecoration were included in the \$50,000 worth of renovations to Odeon-Morton's 1,150-seat Odeon in Winnipeg. The theatre was closed for a period of four weeks while the work was being carried out.

FIVE applications for Vancouver TV station licences were heard in that city last week by the Board of Broadcast Governors. One was from the Vantel Broadcasting Co., which is headed by Arthur Jones, president of Artray Film Productions Ltd., who showed a 20-minute film of its proposed programming. Paul Nathanson, head of Empire-Universal Films, who is a partner in several stations and an associate in the application of the British Columbia Television Corp., attended the hearings. Ernest Bushnell, who recently formed a consulting company in association with N. A. Taylor, David Griesdorf and H. S. Mandell, spoke for another applicant, Pacific Broadcasting.

ASSETS of Cinemiracle have been acquired by Cinerama for a reported \$3,000,000. These include patent rights, film-making and projection equipment and the feature, Windjammer, which has not played in Canada but is scheduled to open at the Imperial, Montreal.

Big MGM Year Indicated By First-Quarter Earnings

"This is just the beginning of what is shaping up as a banner year for MGM," Joseph R. Vogel, president of Loew's, Inc., stated in a letter to stockholders which reported a consolidated net profit of \$1,852,000, equal to 71 cents per share of common stock, during the first 12 weeks of the company's current fiscal year.

He noted that the opening of Ben-Hur in the last week of the quarter had little or no effect on earnings but "public response at the box-office has been unprecedented," indicating that it would affect later figures greatly.

Review

SOLOMON AND SHEBA

with Yul Brynner, Gina Lollobrigida, George Sanders.

(Technicolor-Technirama)

United Artists 139 Min.

SPECTACLE OF OPULENCE, SCOPE AND EYE-DAZZLING APPEAL. PUT TOGETHER WITH AN UNFALtering KNOWLEDGE OF BOXOFFICE VALUES. TREMENDOUS IN EVERY RESPECT.

Spectacle and excitement of lavish dimension thunder across the screen in Solomon and Sheba. Edward Small's Technirama-70 presentation in Technicolor has all the tested ingredients to make it a hit. In addition to sure-selling spectacle, there is a story of warmth and feeling that will reach virtually all types of theatregoers. Ted Richmond can be proud of his fabulous production. A stunning cast is matched by sets of remarkable appeal, costumes of splendor, and blazing action.

This is a story of a great, tempestuous love, that of the wisest king of Israel, Solomon, and the most beautiful of women, a pagan queen. In these focal roles, Yul Brynner and Gina Lollobrigida perform with force and effect.

The screenplay by Anthony Veiller, Paul Dudley and George Bruce, from a story by Crane Wilbur, denotes love, violence, treachery and loyalty. Solomon, a dreamer, man of peace and ideas, ascends to the Israeli throne after the death of his father, King David. This breeds resentment in his warrior brother, Adonijah, (George Sanders). Strife strikes the nation.

As the Queen of Sheba, Miss Lollobrigida contrives with the powerful Egyptian Pharaoh to destroy Israel. Her weapon to defeat Solomon is her storied beauty. Instead, she falls victim to love.

King Vidor directed his production with a striking grasp of popular entertainment values. Freddie Young's cinematography is utterly stunning, with exteriors shot in Spain.

The cast, an enormous one, goes through its roles with admirable discipline. Marisa Pavan plays a court beauty in love with Solomon. David Farrar as the Pharaoh, Finlay Currie as King David, join others in commendable portrayals, including Laurence Naismith, Jose Nieto, Alejandro Rey, Harry Andrews.

CAST: Yul Brynner, Gina Lollobrigida, George Sanders, Marisa Pavan, John Crawford, Laurence Naismith, Jose Nieto.

CREDITS: An Edward Small presentation; A King Vidor production; Produced by Ted Richmond; Directed by King Vidor; Screenplay by Anthony Veiller, Paul Dudley and George Bruce; From a story by Crane Wilbur; Cinematography, Freddie Young.

DIRECTION: Commanding.

PHOTOGRAPHY: Excellent.

(From The Film Daily, NY)

Wald's 'Let's Make Love'

Marilyn Monroe and Yves Montand will star in Jerry Wald's 20th-Fox film, Let's Make Love.

Six-Year Price Range of Industry Stocks

(From The Financial Post, which explains that the quotations are taken from official stock exchange records but that it cannot accept responsibility for prices given.)

	1959			1958			1957			1956			1955			1954		
	High	Low	Close	High	Low	Close	High	Low	Close	High	Low	Close	High	Low	Close	High	Low	Close
Assoc. Artists (New)	—	—	—	*10 3/4	*8 3/4	—	11 1/2	5 3/4	—	—	—	—	—	—	—	—	—	—
Do. (Old)	—	—	—	—	—	—	*43 1/4	*31	33 1/2	28	—	—	—	—	—	—	—	—
Do. Warr.	*6.50	*4.50	*6.50	6.80	3.90	—	15 1/4	3.60	6	4 1/2	—	—	—	—	—	—	—	—
Do. Debentures	—	—	—	*1.15 1/2	*95	—	119	75	95	82	—	—	—	—	—	—	—	—
Eastern Theatres	—	—	—	—	—	—	—	—	*26	—	—	—	—	—	—	26	25	—
Famous Players	25 1/4	18 3/4	19 1/2	24	14 1/2	18	14	14	22 1/4	14 3/4	29	21 1/4	28 3/4	19	—	—	—	—
Loew's	—	—	—	171	116	130	125	150	145	150	115	92	85	—	—	—	—	—
United Amuse., A	11 1/2	7 1/2	11 1/2	8	8	9	8	10	7 1/2	7	10 1/2	9	12	11	—	—	—	—
Do. B	12	11 1/2	12	7	7	10	7	7 1/2	7	10	10	11 1/2	10	—	—	—	—	—
Do. V.T.	12	9	12	—	—	9	8	8	8	6	11 1/2	7	10	7 1/2	—	—	—	—
United Telefilms	3.25	80	2.75	1.00	.68	—	—	—	—	—	—	—	—	—	—	—	—	—

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AT THE RECENT 20th CENTURY-FOX SALES CONVENTION IN THE QUEEN ELIZABETH HOTEL, MONTREAL

Seen at the 20th Century-Fox sales meeting, held recently in the Queen Elizabeth Hotel in Montreal, were, standing at the back, from the left, Sam Glasier, head of advertising and publicity in Canada; Larry Ayers, executive from NY; Alex Harrison, general sales manager; Peter Myers, Canadian managing director; Glenn Norris, assistant general sales manager; Cecil Black, circuit sales manager in Canada; and Martin Moskowitz, assistant general sales manager. Harrison, Norris, Moskowitz and Ayers came from NY for the meeting. In the back row are Joe McPherson, booker; Ted Huber, salesman; and

Bob Stern, branch manager, all of whom came from Calgary for the sessions. In the middle row are Larry Katz, Vancouver booker; Emily Barrett, Toronto; Dawson Exley, Vancouver branch manager; Phil Geller, Winnipeg branch manager; Al Laubenstein, Winnipeg salesman; and Al Himmelfarb, Winnipeg booker. In the front row are Ted Hulse, Toronto booker; Ron Emilio, Toronto salesman; Al Iscove, Toronto salesman; Vic Beattie, Toronto branch manager; Gerry Chernoff, Montreal branch manager; Bob Stein, Montreal salesman; Art Quintal, Montreal booker; and Miss Landriault, Montreal 16 mm. booker.

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SWORD and the **DRAGON**

Those who have reviewed this great motion picture have used praise so lavish that to quote them might cause you to think we are exaggerating. Let us offer you two examples from among the world's leading English-language newspapers:

LONDON DAILY HERALD:

"It makes Hollywood's current rush of epics look like a hack concert party on the end of an inferior pier. People all around me were gasping like astounded goldfish. And I gasped with them."

THE TIMES OF LONDON:

"The kind of creative imagination that turns that much advertised [We are deleting the name of the great blockbuster from another company] into an anaemic exhibit at a waxworks show."

The film has been compared to every great motion picture spectacle and wins all honors hands down. Please screen it because you must see it to believe it.

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